

**DOWNTOWN ORILLIA MANAGEMENT BOARD
SPECIAL BOARD MEETING
MINUTES**

April 17, 2013 – 2:30 pm
in the DOMB Board Room
33 Mississaga St. W.

(Accessible entrance is located at the back entrance off Andrew Street)

Present: Sarah Valiquette-Thompson, Helen DiPardo, Mariano Tulipano, Bob Willsey, Susan Willsey, Nick Rasetta, Ron Spencer, Eric Cathcart, Councillor Pete Bowen
Regrets:

Also Present: Allan Francoz, Michael Knight, Aaron Shoenmaker (staff) Lisa Thomson-Roop (staff)

1. Open Session

2. Chair – Sarah Valiquette- Thompson

3. Call to Order – 2:40pm

4. Approval of Agenda – Carried as amended. Moved 15. Deputation Motions to immediately after 6. Deputations.

Bob Willsey noted Allan Francoz and Micheal Knigh were addressing the board as members of the BIA not as the Parking Advisory Committee.

5. Disclosure of Interest - Nick Rasetta - Parking Advisory – Moe's Patio Application as he is the owner of the business. Councillor Pete Bowen declared on Beatles as he's an organizer.

6. Deputations

a. Gated Parking Systems - Allan Francoz, Michael Knight –
Here as concerned members of the BIA.

Requesting the DMB organize a public forum on gated parking to gauge support of both BIA members and public.

Suggested DMB split the cost of the public forum with Parking Advisory.

7. Deputation Motions (*moved up on the agenda as amended*)

a. Gated Parking Systems

Motion 1

Moved: Mariano Tulipano

Seconded: Nick Raseta

“THAT the Downtown Orillia Management Board spearhead a public forum to gauge BIA member and public support. Not to exceed \$1000.”

Carried.

**DOWNTOWN ORILLIA MANAGEMENT BOARD
SPECIAL BOARD MEETING
MINUTES**

April 17, 2013 – 2:30 pm
in the DOMB Board Room
33 Mississauga St. W.

(Accessible entrance is located at the back entrance off Andrew Street)

8. Minutes

March 19, 2013 - Carried

9. Closed Session

- a. Motion to move into Closed Session

Motion 2

Moved: Helen DiPardo

Seconded: Ron Spencer

**THAT, pursuant to Section 239(4) of the Municipal Act, 2001, S.O. 2001, c.25, notice is hereby given that the Downtown Orillia Management Board intends to hold a closed session meeting in the Downtown Orillia Management Board boardroom to deal with matters pursuant to Section 239(2) (d) of the said Act (Personnel Matters)
Carried.**

- b. Closed Session Items
Personnel Matter- Re: Staff Contracts
- c. Motion to rise and report to Open Session

Motion 3

Moved: Bob Willsey

Seconded: Ron Spencer

**“THAT the Downtown Orillia Management Board rise and report to open session.”
Carried.**

10. Open Session

11. Motions arising from Closed Session Discussions

Motion 4

Moved: Nick Raseta

Seconded: Ron Spencer

**DOWNTOWN ORILLIA MANAGEMENT BOARD
SPECIAL BOARD MEETING
MINUTES**

April 17, 2013 – 2:30 pm
in the DOMB Board Room
33 Mississaga St. W.

(Accessible entrance is located at the back entrance off Andrew Street)

“THAT the Downtown Orillia Management Board re-new Rick Elliott’s and Chris Lee’s contracts until March 31, 2015 to include an increase of 3 per cent in 2013 and 3 per cent in 2014.”

Carried.

Direction: Manager to investigate the feasibility of sharing a pick-up truck with the City.

12. Correspondence – Information Items

- a. Office of the City Clerk - DMB Representative for the EDC
- b. Development Services Department - Committee of Adjustment- Notices of Decision
- c. Department of Development Services Planning Division -By-law Amendment 40 West Street North
- d. Public Works Department-Municipal Consent for the Proposed Duct/Cable at 44 Mississaga East
- e. Development Services Department - Committee of Adjustment Notice of Public Hearing
- f. Office of City Clerk - Follow the Sun - Way Finding Signage to Downtown Orillia

Accepted as information. Carried

13. Correspondence – Action Items

- a. Public Works Department - One-Way Street and Active Transportation Lane - Mississaga Street

Motion 5

Moved: Nick Raseta

Seconded: Eric Cathcart

“THAT the DMB is not supportive of a one way street but does recognize the importance of Active Transportation and is willing to appoint a member to a city adhoc committee to explore the issue further.”

Carried.

Direction: Should that committee be formed, Ron Spencer is willing to be the DMB rep.

- b. OMAH & Youth Centre – Downtown Murals

**DOWNTOWN ORILLIA MANAGEMENT BOARD
SPECIAL BOARD MEETING
MINUTES**

April 17, 2013 – 2:30 pm
in the DOMB Board Room
33 Mississaga St. W.

(Accessible entrance is located at the back entrance off Andrew Street)

Motion 6

Moved: Bob Willsey

Seconded: Eric Cathcart

**“THAT the Downtown Orillia Management Board support OMAH’s and the Youth Centre’s Downtown Orillia Mural Initiative.”
Carried.**

14. Reports

- a. Financial Report -

Motion 7

Moved: Eric Cathcart

Seconded: Ron Spencer

**“THAT the Downtown Orillia Management Board pay all financials dated prior to April 17, 2013.”
Carried.**

- b. Recreation Facility

Councillor Bowen updated Board as to where the David H Facility is in the process. May 22 - 23rd Council will set priorities for spending money.

- c. Events Committee

- Mississaga Street Mania Update - Rib tasting
- Movies In the Square - 3 movies in the square on Thursday nights in the summer.

Motion 8

Moved: Bob Willsey

Seconded: Helen DiPardo

“THAT the Downtown Orillia Management Board enter into a contract with Open Air Projections Inc to provide rental services for three (3) movies screenings in Market Square during the Summer of 2013 at a cost not to exceed \$5000.00 to be funded from the summer promotion budget. AND THAT staff be directed to seek sponsors to help offset the cost of the movies.”

**DOWNTOWN ORILLIA MANAGEMENT BOARD
SPECIAL BOARD MEETING
MINUTES**

April 17, 2013 – 2:30 pm
in the DOMB Board Room
33 Mississaga St. W.

(Accessible entrance is located at the back entrance off Andrew Street)

Carried.

Mariposa Partnership – *Direction: Follow-up and book stage.*

Beatles Celebration – Councillor Pete Bowen left the meeting due to a conflict of interest. *Discussion. Defer decision to next meeting.*

- d. Marketing Committee
 - Downtown Directory Brochures -

Motion 9

Moved: Mariano Tulipano

Seconded: Eric Cathcart

“THAT the DMB enter into a contract with Effigy Design to produce and print 20 thousand Downtown Directory Brochures for 2013 at a cost of 2259.85 plus HST, to be debited from the Spring, Summer and Fall promotions accounts.”

Carried.

Direction: Speak with Effigy to have the printing done by Impression House if it's cost effective.

Motion10

Moved: Helen DiPardo

Seconded: Ron Spencer

“THAT the Downtown Orillia Management Board purchase a ½ page ad in the Discover Orillia Guide at a cost of \$299.00 plus HST to be funded from the Spring Promotion budget.

AND THAT the ad has an online tracking feature of a promo code to enter to win a downtown dollar draw of 100 downtown dollars at the end of the summer.”

Carried.

- e. Winter Carnival 2014 – Partnership

Motion11

Moved: Ron Spencer

**DOWNTOWN ORILLIA MANAGEMENT BOARD
SPECIAL BOARD MEETING
MINUTES**

April 17, 2013 – 2:30 pm
in the DOMB Board Room
33 Mississaga St. W.

(Accessible entrance is located at the back entrance off Andrew Street)

Seconded: Nick Raseta

“THAT the Downtown Orillia Management Board partner with the Orillia Winter Carnival 2014.”

Carried.

- f. Website:
Set up meeting with designers and board to discuss phase 2 and 3
- g. Way-finding/Directory Signage Update
Signs approved by council, in production now. Staff is working with MTO on hwy 12/Tudhope signage. West Street TODS signs will be erected soon. Waiting for contract.
- h. Billboards
- i. Spring Clean Up
 - Signboards/Murals on Vacant Buildings – Brownstone wall needs mural
 - For Lease Signs- *Direction: order signs with suggested changes*
 - Downtown Office Sign – in production and will be installed soon.
 - Welcome to downtown sign to go up at Complete Office after approval of Council. *Direction: Square off corners, otherwise design is good.*

Motion 12

Moved: Eric Cathcart

Seconded: Ron Spencer

“THAT the Downtown Orillia Management Board request an exemption to the sign Bylaw to allow the placement of a Welcome to Downtown Orillia billboard sign on the Complete Office building at Matchedash and Mississaga Street East.”

Carried.

Motion 13

Moved: Bob Willsey

Seconded: Mariano Tulipano

“THAT the DMB purchase 10 for Lease Downtown Signs at a cost of \$22 plus HST per sign.”

**DOWNTOWN ORILLIA MANAGEMENT BOARD
SPECIAL BOARD MEETING
MINUTES**

April 17, 2013 – 2:30 pm
in the DOMB Board Room
33 Mississauga St. W.

(Accessible entrance is located at the back entrance off Andrew Street)

Carried.

- j. Recruitment of New Businesses - Business License Report
Direction: Begin the process of a retail mix study for recruitment of businesses based on methods provided at conference.
- k. Parking Advisory Committee –no report
Patio Application – Nick Raseta declared a conflict of interest as he is the owner of one of the businesses seeking patio approval.

Motion 14

Moved: Eric Cathcart

Seconded: Ron Spencer

“THAT the Downtown Orillia Management Board support Moe’s Tap and Wings and Brewery Bay’s Sidewalk Patio applications for the 2013 Spring/Summer season provided there are no modifications.”
Carried.

- l. BIA Conference Update/Review
Great conference receive some very valuable information. Downtown’s facing similar issues everywhere, in particular with absentee landlords.
- m. Farmers’ Market Ad Hoc Committee
Ad Hoc committee will vote on the recommendation to Council at the end of the week.
- n. Transit Committee – no report
- o. Streets Alive! - 31 letters.
- p. Lakehead Update – Lakehead is a sponsor of the car show.
- q. Chamber Update -
BA5 at Brewery Bay this evening

15. Date of Next Meeting –Tuesday May 21, 2013. –DOMB Board Room

16. Adjournment – 5:30PM